



THE FUTURE OF RESEARCH

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22 FEB 2024



```
...
import sh.net.*
import sh.media.*
import sh.utils.Time
...
Volume:Media
Project for net stream
...
objInfo:Object;
...
strSource:String;
videoFileName:String;
bg_pic:MovieClip;
...

```

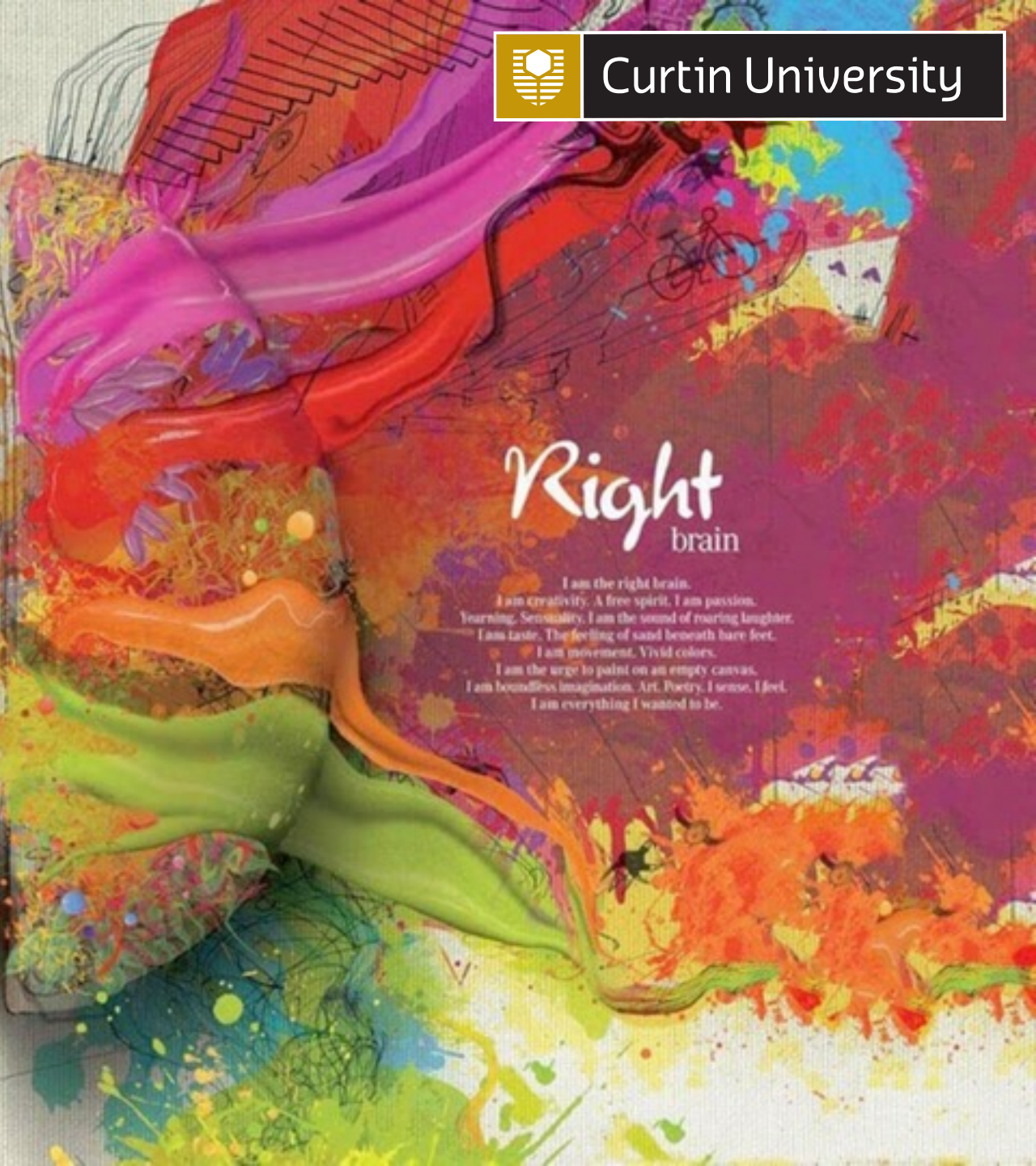
Left brain

I am the left brain.
I am a scientist. A mathematician.
I love the familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.



Right brain

I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am everything I wanted to be.



Challenges

- Resources
- Time
- Pathway options and uncertainty
- Emerging areas of research
- Rankings vs. relevance





I wish someone had told me #1

Multi-disciplinary and cross-disciplinary
perspectives are important





PRADA



ZARA

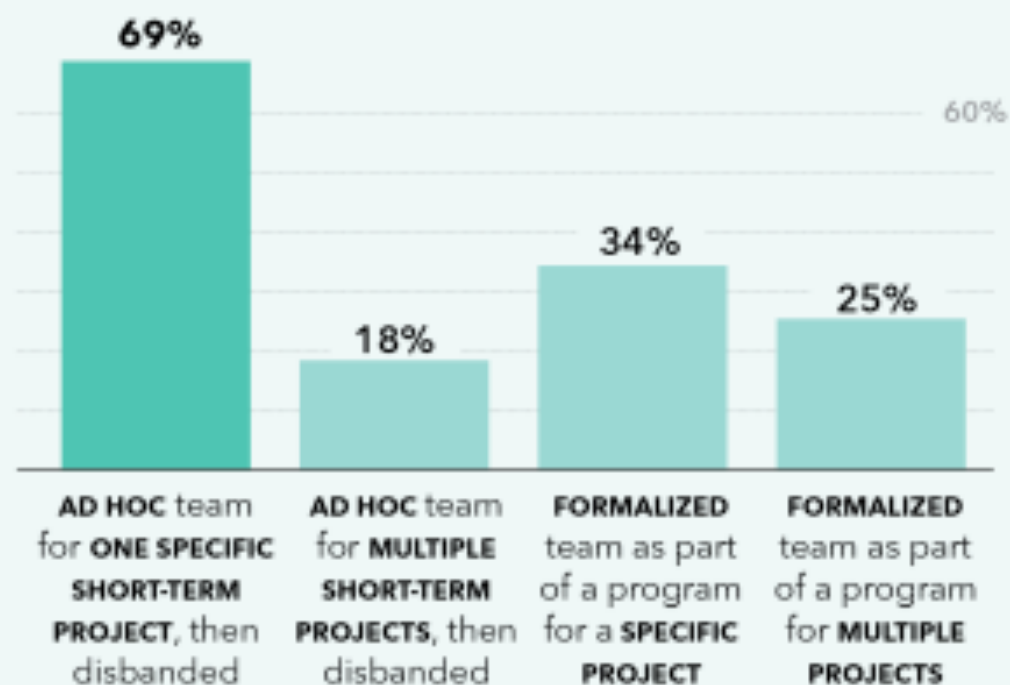


Teams are
about
complementary
skills.

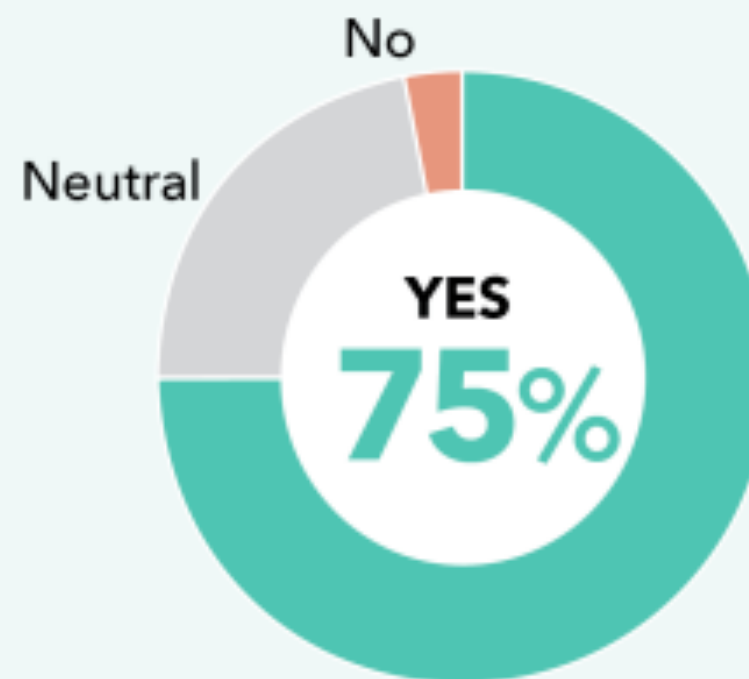


Multidisciplinary Teams

How often are the same multidisciplinary teams assigned to multiple projects?



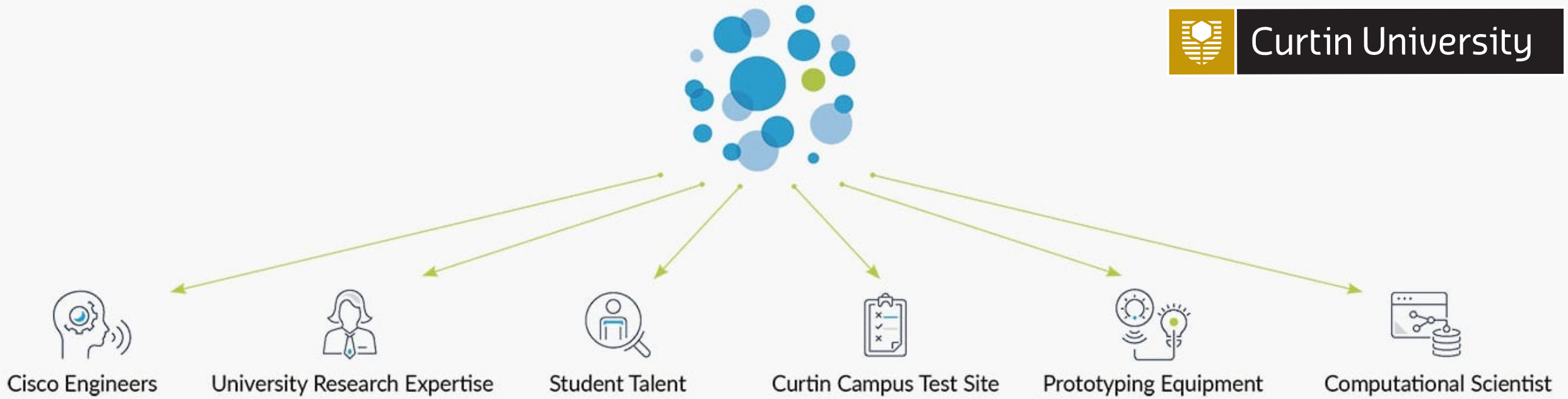
Have multidisciplinary team projects been successful?





I wish someone had told me #2

Building networks in academia
and industry are equally important



Networking | Be interested | Relationship building | Know your industry





I wish someone had told me #3

Meaningful research with
real world impact matters





AI AND THE FUTURE OF WORK





Research impact is real change in the real world.





I wish someone had told me #4

Translating your research for
non-academic audiences is relevant



There is more than one way to disseminate your research.

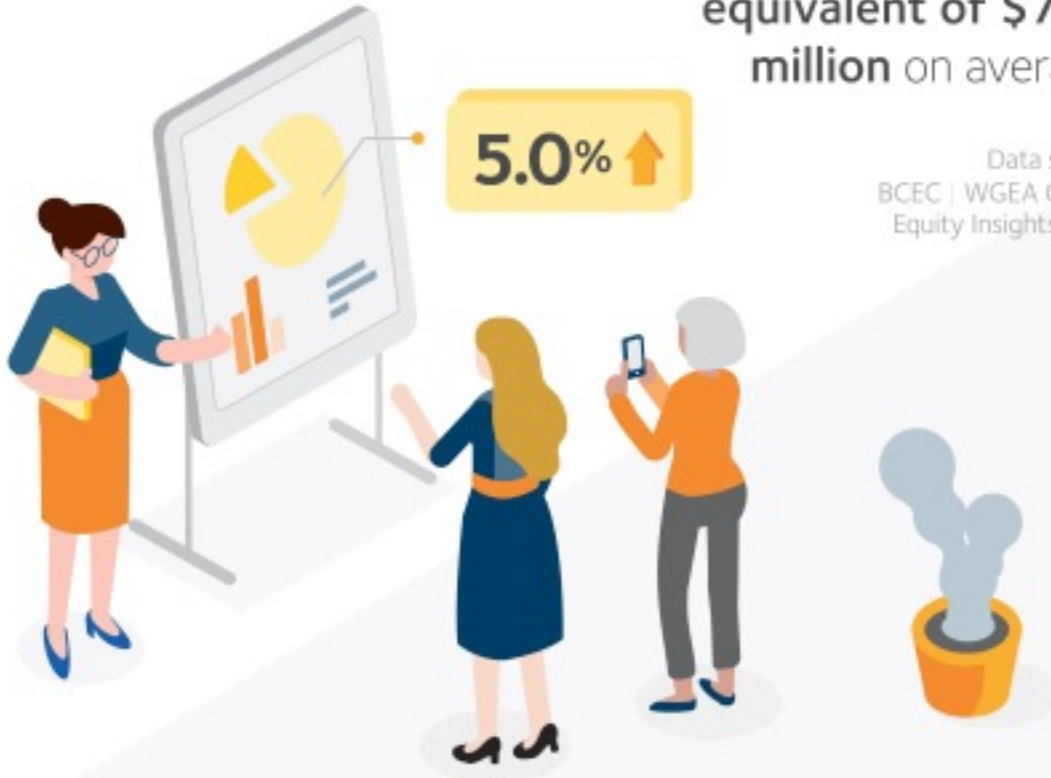
Is your work understandable to a lay audience?



Having a female CEO leads to a **5.0 per cent increase** in market value of Australian ASX-listed companies, or the equivalent of **\$79.6 million** on average.

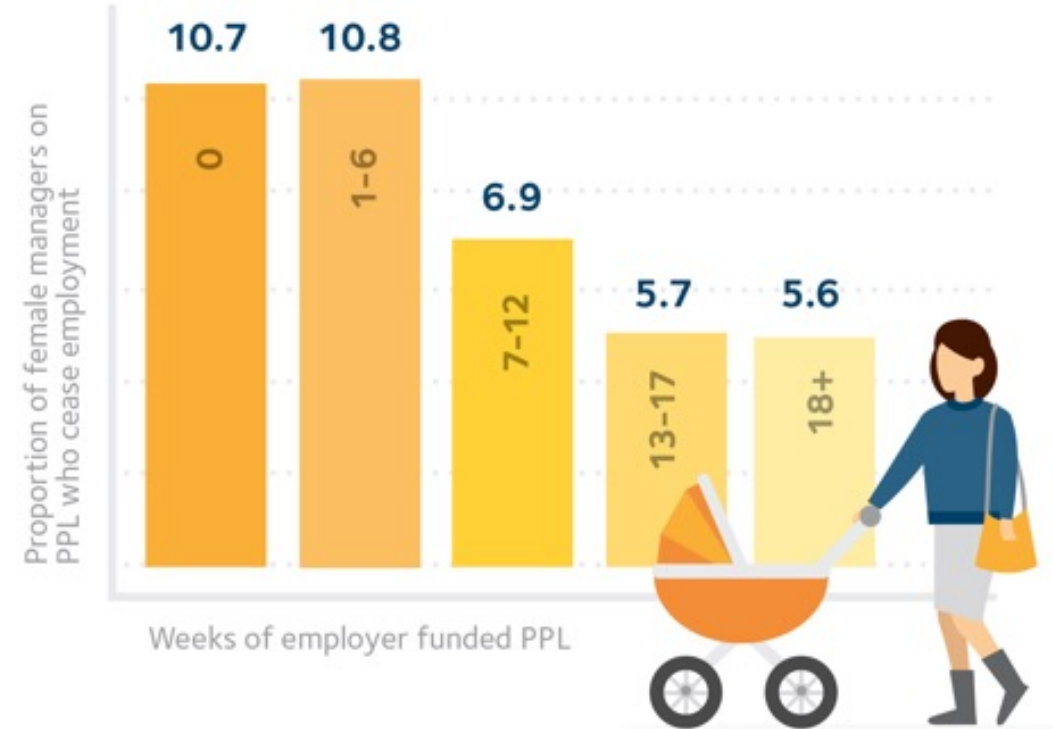
5.0% ↑

Data source: BCEC | WGEA Gender Equity Insights 2020



Employer-funded paid parental leave

13+ weeks of employer-funded paid parental leave **halves the share of female managers** who stop working during maternity leave.

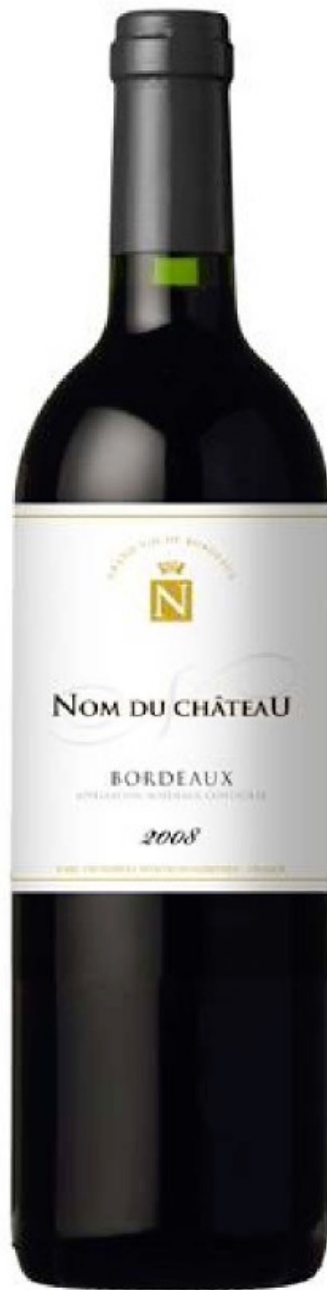


Data source: BCEC | WGEA Gender Equity Insights 2019

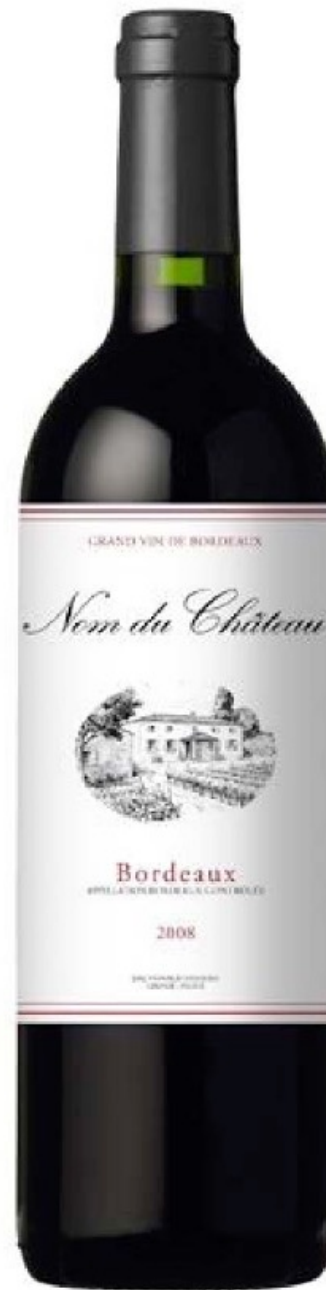




Label 1



Label 2



Label 3



Label 4

Fig. 1. Stimuli used for the free-word-association task.

Competitive Intelligence

1D 7D 30D 3M 6M 1Y

27/07/15 - 25/08/15

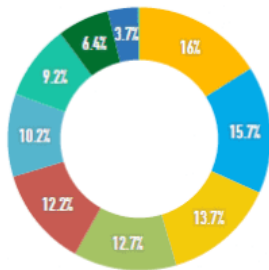


Share of Voice Compare Twitter Profiles Compare Facebook pages Compare Instagram Key benchmark

Select at least 2 brands to compare Which Airline intent to purchase Brand (1) Competition (9) Group Boycott

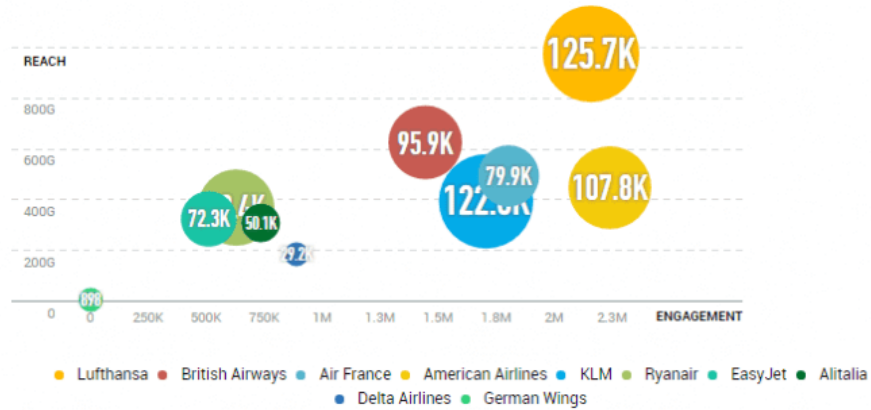
How do you compare with your competitors?

SHARE OF TOPICS

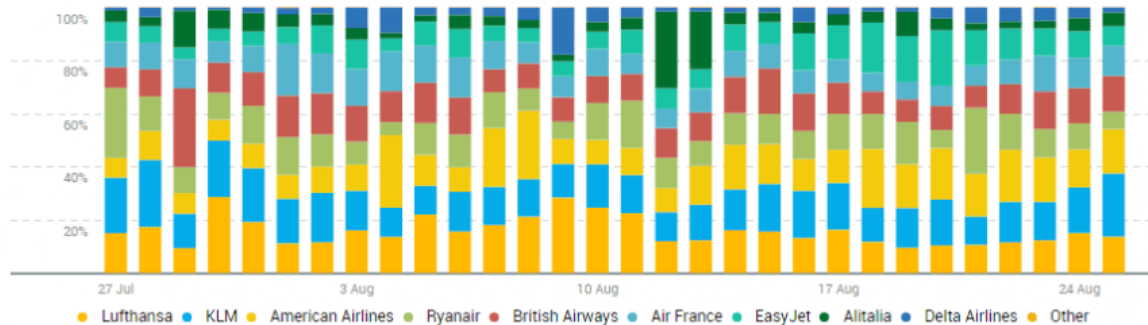


- 5.5K% Lufthansa
- 2.3K% KLM
- 5.3K% American Airlines
- 5.8K% Ryanair
- 5.2K% British Airways
- 4.8K% Air France
- 4.2K% EasyJet
- 2.4K% Alitalia
- 7.4K% Delta Airlines
- 4K% German Wings

REACH VS ENGAGEMENT



SHARE OF VOICE OVER TIME





I wish someone had told me #5

Collaboration is working together
to establish a win-win solution



ny outcomes
e approach we
who only think
they're always
ray to win the
s is called win-
other party may
rise its

lose
usually
there's
involved.
in the night
ry shop when
get something
he thing about
not sustainable.
gain really hard
ng the potential

They're forcing the children to agree to whatever they say. This is clearly negative power play at work.

children
will find a way to protect their
includes not being co-operative
too defensive.

A better strategy
a win-win situation
case, both
are ad
negoti
Both
very ha
understan
needs before
agreement.



WIN-WIN CONCEPT
In a home situation, there are
opportunities for both parents
to go for a win-win solution.
For example, if the children



I wish someone had told me #6

Plan your research

- Set goals.
- Prioritise.
- Enjoy the journey.
- Consider your stakeholders: audience, research outlet, building engagement and leading impact.





Curtin University

MAKE A DIFFERENCE.



THE FUTURE OF RESEARCH

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